

U.S. Department of Commerce

United States[™]
Census
Bureau

AMERICAN
FactFinder



Meet Your Customers and Your Competitors with Census Data

Downtown Seattle Association
Seattle, Washington
October 9, 2014

Outline

- Customers: Demographic Programs
- Competitors: Economic Programs
- Business Scenario
- Accessing the Data: American FactFinder
- Data Dissemination Services

Customers: Demographic Programs

Census Data Can Answer Many Questions

Demographic Data

- Is the population growing or declining?
- Is this a youthful or aging population?
- Are there many single young people?
- What are the income levels?
- What are the levels of education?
- What languages do people speak at home?
- What is the racial/ethnic make-up of the area?

Meet the Census Bureau

Demographic Programs

- The Big Three
 - Decennial Census
 - American Community Survey (ACS)
 - Population Estimates Program (PEP)
- Among many other demographic surveys
 - Current Population Survey (CPS)
 - Survey of Income and Program Participation (SIPP)
 - Consumer Expenditure Survey (CE)

Questionnaire Topics

2010 Decennial Census


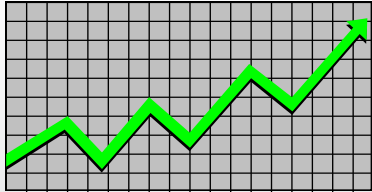

One questionnaire per household or address

- (Name)
- Sex
- Age
- Date of birth
- Ethnicity
- Race
- Relationship of people within household
- Rent / own house (tenure)
- (Coverage questions)

Is that all? What happened to the other questions?

Questionnaire Topics

American Community Survey (ACS)

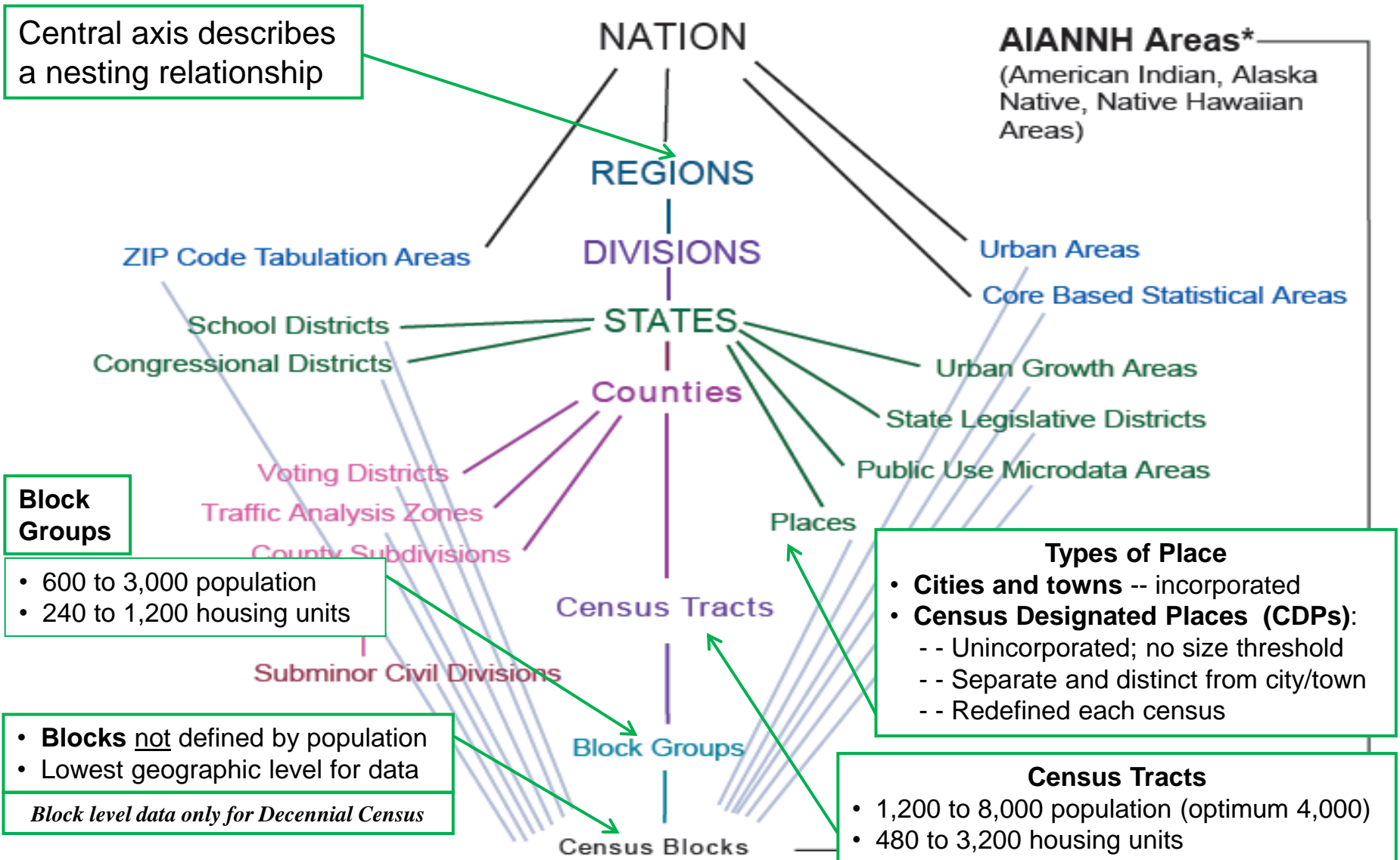
Demographic	Social	Economic	Housing
Sex Age Race Ethnicity Household Relationship Group Quarters	Families Education Marital Status Fertility Grandparent Caregivers Veterans Disability Status Language at Home Citizenship Migration	Income Poverty Food Stamps / SNAP Employment Status Occupation Industry Journey to Work Place of Work Health Insurance	Tenure Occupancy Structure Housing Value Taxes / Insurance Utilities Mortgage Monthly Rent Vehicles
			

Items in **red** were also collected on the **2010 Census**

Census Geography Hierarchy

(with 2010 Statistical Area Criteria)

Revised 02-19-13



Competitors: Economic Programs

Economic Data Organized by:

- Industry
- Survey
- Geography

Coverage by Industry

NAICS Codes: Industry Sectors

11	<i>Agriculture, Forestry, Fishing, and Hunting</i>	54	<i>Professional, Scientific and Technical Services</i>
21	<i>Mining</i>	55	<i>Management of Companies and Enterprises</i>
22	<i>Utilities</i>	56	<i>Administrative and Support and Waste Management and Remediation Services</i>
23	<i>Construction</i>	61	<i>Educational Services</i>
31-33	<i>Manufacturing</i>	62	<i>Health Care and Social Assistance</i>
42	<i>Wholesale Trade</i>	71	<i>Arts, Entertainment and Recreation</i>
44-45	<i>Retail Trade</i>	72	<i>Accommodation and Food Services</i>
48-49	<i>Transportation and Warehousing</i>	81	<i>Other Services (except Public Administration)</i>
51	<i>Information</i>	92	<i>Public Administration</i>
52	<i>Finance and Insurance</i>		
53	<i>Real Estate and Rental and Leasing</i>		

Not covered by Economic Census; Partial coverage in Economic Census

What is **NAICS**?

- North **A**merican Industry **C**lassification **S**ystem
 - Launched in 1997 as part of NAFTA
 - Updated every 5 years
 - Hierarchical



<i>Level</i>	<i>Examples</i>	
Sector	51	Information
Sub-Sector	515	Broadcasting (except Internet)
Industry Group	5151	Radio and Television Broadcasting
Industry	51511	Radio Broadcasting
U.S. Industry	515112	Radio Stations

United States Census Bureau

Topics
Population, Economy

Population
Economy

Business

Education
Employment
Families & Living Arrangements
Health
Housing
Income & Poverty
International Trade
Public Sector

Kitsap
Bremerton

Popula

U.S. P

3 1 8, 0

Coverage by Survey

Economic Programs

Business & Industry

Main

Program Overview

Data by Geography

Data by Survey

FAQs

Are You in a Survey?

- Is this form legitimate?
- Get help with your form

Data by Sector:

- Economy-Wide
- Construction
- Governments
- International Trade
- Manufacturing
- Retail Trade
- Services
- Wholesale Trade
- Other Sectors

Special Topics:

- Business Dynamics
- Business Expenses

Economic data by survey title

Geography

Title

Frequency

Form #

Link to Data Set

[Advance Monthly Sales for Retail and Food Services](#)

[Annual Capital Expenditures Survey](#)

[Annual Public Employment Survey](#)

[Annual Retail Trade Survey](#)

[Annual Survey of Manufactures](#)

[Annual Survey of State and Local Government Finances](#)

[Annual Wholesale Trade Survey](#)

[Building Permits](#)

[Business Dynamics Statistics](#)

[Business Expenses](#)

[Business R & D and Innovation Survey](#)

[Commodity Flow Survey](#)

[Consolidated Federal Fund Report](#)

[Construction Spending](#)

[County Business Patterns](#)

Coverage by Geography

Economic Programs

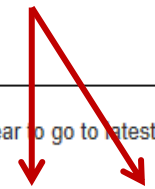
[Data by Geography](#)
[Data by Survey](#)
[FAQs](#)

Economic data for states, metros, counties, cities, and ZIP Codes

Lowest levels

[U.S.](#)
[States](#)
[Metro areas](#)
[Counties](#)
[Cities](#)
[ZIP Codes](#)
[Compare All](#)

Click on year to go to latest data.



Programs with national and subnational data ¹

	U.S.	States	Metro areas	Counties	Cities	ZIP codes
Economic Census	2012	2007	2007	2007	2007	2007
Survey of Business Owners (incl. minorities, women)	2007	2007	2007	2007	2007	
Enterprise Statistics	2007					
Statistics of U.S. Businesses (firms by size)	2011	2011	2011	2011		
Statistics of U.S. Businesses (estab. births, deaths)	2011	2011	2011	2011		
County Business Patterns	2011	2011	2011	2011		2011
Nonemployer Statistics	2011	2011	2011	2011		
Business Dynamics Statistics (firm size and age)	2011	2011				
Local Employment Dynamics: Qtrly Workforce Indicators		2013	2013	2013		
Commodity Flow Survey	2012	2012	2012			
Annual Survey of Manufactures	2011	2011				
Building Permits	2014	2014	2014	2014	2014	
Governments	2012	2012		2012	2012	
Foreign Trade: State Exports	2012	2012				

¹ All other business and industry data are published only at the national level

Anything for Entrepreneurs?

- Provide critical information that **entrepreneurs** need for new businesses in
 - Business plans
 - Loan applications

Using Economic Statistics

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The Economic Census provides detailed statistics that are important for industries and communities. Trade associations, chambers of commerce, and businesses rely on this information for economic development, business decisions, and strategic planning. Browse the topics below for information on using these statistics, including sample case studies. Full statistical tables from the Economic Census can be found in [American FactFinder](#).



[See uses of the Economic Census](#)

Compare my business to others

Your Business	Industry Average 2007
2,526,478	3,911,027
132,973	165,495

Business owners and managers can compare the operating data for their business to totals and averages for their industry (such as sales per employee) from the national, state, and even local level to evaluate their current operations. Business owners and managers can also compare the data for their business to businesses in related industries and other industries in their local area.

[See Example »](#)

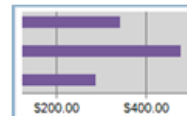
Compare my community to others



Local economic development organizations and chambers of commerce can compare statistics for the industries in their community to identify opportunities for growth. They can also compare statistics for the industries in their community to neighboring communities, their metro area and state, and to national totals to identify market share and trends.

[See Example »](#)

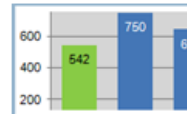
Identify business markets



Business owners and managers can analyze information for their customers at the local level to identify unsaturated or emerging/growing markets for their products and for opportunities for expansion.

See Example [3](#)

Use data in business plans and loan applications



Entrepreneurs can use statistics from the Economic Census for the industry that they are considering starting a business in or for related industries at the local level in their business plans. They can also use this information in loan applications to local business lenders and in government business development agencies to validate the potential market they are considering entering.

[See Example »](#)

Business Scenario

Scenario for Entrepreneurs



You want to open a toy store
in a county in Washington
and are looking for a
location that is underserved
by toy stores

You will need: a **Business Plan** and a **Marketing Plan**
How can our **economic** and **demographic** data help you?

Finding the NAICS Code Online

You are here: [Census.gov](#) > [Business & Industry](#) > NAICS

North American Industry Classification System

[Main](#)[History](#)[Development
Partners](#)[Federal
Register Notices](#)[NAPCS](#)[FAQs](#)

NAICS Search:

Enter keyword or 2-6 digit code

2012 NAICS Search

Enter keyword or 2-6 digit code

toy store

2007 NAICS Search

Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly by the [U.S. Economic Classification Policy Committee \(ECPC\)](#), [Statistics Canada](#), and Mexico's [Instituto Nacional de Estadística y Geografía](#), to allow for a high level of comparability in business statistics among the North American countries.

451120 Hobby, Toy, and Game Stores

This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

Cross-References. Establishments primarily engaged in--

- Retailing toys, games, and hobby and craft supplies via electronic home shopping, mail-order, or direct sale--are classified in Subsector [454](#), Nonstore Retailers;
- Retailing artists supplies or collectors' items, such as coins, stamps, autographs, and cards--are classified in U.S. Industry [453998](#), All Other Miscellaneous Store Retailers (except Tobacco Stores);
- Retailing new computer software (e.g., game software)--are classified in Industry [443120](#), Computer and Software Stores;
- Retailing used toys, games, and hobby supplies--are classified in Industry [453310](#), Used Merchandise Stores; and
- Retailing new sewing supplies, fabrics, and needlework accessories--are classified in Industry [451130](#), Sewing, Needlework, and Piece Goods Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
451120	451120	451120	Craft supply stores (except needlecraft)
451120	451120	451120	Hobby shops
451120	451120	451120	Magic supply stores
451120	451120	451120	Pottery (unfinished pottery to be painted by customer on premises) stores
451120	451120	451120	Toy stores
451120	451120	451120	Toy stores, electronic

Getting Started

NAICS Code for Toy Stores

- **N**orth **A**merican **I**ndustry **C**lassification **S**ystem
 - Launched in 1997 as part of NAFTA
 - Codes are updated every 5 years
 - Hierarchical

<i>Level</i>	<i>Code</i>	<i>Examples</i>
Sector	45	Retail Trade
Sub-Sector	451	Sporting Goods, Hobby, Book, and Music Stores
Industry Group	4511	Sporting Goods, Hobby, and Musical Instrument Stores
Industry	45112	Hobby, Toy, and Game Stores
U.S. Industry	451120	Hobby, Toy, and Game Stores

Business Topics

Homepage: census.gov

The screenshot shows the Census Bureau homepage. The top navigation bar includes links for Topics, Geography, Library, Data, About the Bureau, and Newsroom. The left sidebar contains a list of topics, with 'Business' highlighted by a red box. The main content area features a 'Business' section with a description and a list of sub-topics. A 'Latest News' section is visible at the bottom left.

Census Bureau

Topics
Population, Economy

Geography
Maps, Data, Resources

Library
Infographics, Publications

Data
Tools, Developers

About the Bureau
Research, Surveys

Newsroom
News, Events, Blogs

Business

Population
Economy
Business
Education
Employment
Families & Living Arrangements
Health
Housing
Income & Poverty
International Trade
Public Sector
Index A-Z

Business

Business is a large part of America's diverse economy. This section provides information about U.S. business establishments, industries and employment.

Get Help with Your Form
Business Expenses
Business Ownership
Construction
E-Commerce
Information & Communication Technology
Longitudinal Employer-Household Dynamics
Manufacturing
Nonemployer Statistics
Other Sectors
Retail Trade
Services
Small Business
Wholesale Trade

Latest News

Links to Business & Industry page

Business & Industry page

You are here: [Census.gov](#) » Business & Industry

Business & Industry

Main | About the Surveys | Data by Geography | Data by Survey | Webinars | FAQs

Are You in a Survey?

- Is this form legitimate?
- Get help with your form

Data by Sector:

- Economy-Wide
- Construction
- Governments
- International Trade
- Manufacturing
- Retail Trade
- Services
- Wholesale Trade
- Other Sectors

Special Topics:

- Business Dynamics

Census Bureau Economic Statistics

The Economic Census

- Every five years (2002, 2007, 2012, etc.) for every industry.
- Statistics for U.S., states, metro areas, counties, and cities.

2012 Economic Census

Search Databases: [2007](#) | [2002](#)

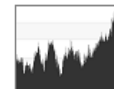
Economic Indicators

- Monthly and quarterly for selected sectors.
- National statistics only.

Indicator Release Schedule

Search Indicator Databases

New: Now with
time-series charts!



Other Economic Programs

- Annually for selected sectors.
- National statistics, primarily.
- Featured Sites:

[Annual & Quarterly Services](#)
[County Business Patterns](#)
[Enterprise Statistics](#)
[Monthly & Annual Retail Trade](#)
[Monthly & Annual Wholesale Trade](#)
[Nonemployer Statistics](#)
[Statistics of US Businesses](#)

View the new

Industry
Statistics
Portal

Link to Industry Statistics Portal

Industry Statistics Portal

You are here: [Census.gov](https://www.census.gov) > [Business & Industry](#) > ISP

[Feedback](#)

Industry Statistics Portal

SELECT AN INDUSTRY

- 21 - Mining, quarrying, and oil and gas extraction
- 22 - Utilities
- 23 - Construction
- 31-33 - Manufacturing
- 42 - Wholesale trade
- 44-45 - Retail trade
- 48-49 - Transportation and warehousing
- 51 - Information
- 52 - Finance and insurance
- 53 - Real estate and rental and leasing
- 54 - Professional, scientific, and technical services
- 55 - Management of companies and enterprises
- 56 - Administrative and support and waste management and remediation services
- 61 - Educational services
- 62 - Health care and social assistance
- 71 - Arts, entertainment, and recreation
- 72 - Accommodation and food services
- 81 - Other services (except public administration)

NAICS SEARCH

Enter a NAICS code or Title

45112

[45112 - Hobby, Toy, and Game Stores](#)

[Hobby, Toy, and Game Stores](#)

[451120 - Hobby, Toy, and Game Stores](#)

[Craft supply stores \(except needlecraft\)](#)

[451120 - Hobby, Toy, and Game Stores](#)

[Game stores \(including electronic\)](#)

[451120 - Hobby, Toy, and Game Stores](#)

[Hobby shops](#)

[451120 - Hobby, Toy, and Game Stores](#)

[Hobby, Toy, and Game Stores](#)

Enter 5-digit NAICS Code, then select from results for information on Census Bureau programs covering that code

Industry Statistics Portal

Links to Available Programs

Industry Statistics Portal

NAICS: 45112 - Hobby, toy, and game stores

[GUIDE TO ALL DATA SOURCES](#)

[ECONOMIC DATA IN AFF](#)

[DEFINITION & COMPARABILITY](#)

NAICS SEARCH

Enter a NAICS code or Title

RELATED INDUSTRIES

[Collapse list](#) [Expand list](#)

- ISP Home
- 44-45 - Retail trade
 - 451 - Sporting goods, hobby, book, and music stores
 - 4511 - Sporting goods, hobby, and musical instrument stores
 - 45112 - Hobby, toy, and game stores
 - 451120 - Hobby, toy, and game stores

Guide to All Census Bureau Data Sources for This Industry


Source & Description	Frequency	Latest Data	Geography	Industry
Monthly Retail Trade and Food Services Survey (MRTS)	Monthly	Nov 2013	U.S.	Selected 2 thru 5 digits
Annual Retail Trade Survey (ARTS)	Annual	2011	U.S.	Selected Retail Trade 3- thru 6-digits
County Business Patterns (CBP)	Annual	2011	U.S., states, counties, metros, ZIP Codes, and island areas	Selected 2- thru 6-digits
Nonemployer Statistics (NES)	Annual	2011	U.S., states, metro areas, counties	Selected 2- thru 6-digits
Statistics of U.S. Businesses (SUSB)	Annual	2011	U.S., states, metro areas, counties	Selected 2- thru 6-digits
Economic Census (ECN)	Every 5 years	2007	U.S., states, counties, places, metros, ZIP Codes	2- thru 6-digits
Economic Census of Island Areas (IA)	Every 5 years	2007	American Samoa, Commonwealth of the Northern Mariana Islands, Guam, Puerto Rico, and the US Virgin Islands	2-thru 5 digits
Survey of Business Owners (SBO)	Every 5 years	2007	U.S., states, counties, cities, metro areas	Selected 2- thru 6-digits

Economic Census Table

2007 Economic Census EC0700A1

EC0700A1

All sectors: Geographic Area Series: Economy-Wide Key Statistics: 2007 
2007 Economic Census of the United States

Table View 

[← BACK TO ADVANCED SEARCH](#)

Actions:  [Modify Table](#) |  [Bookmark](#) |  [Print](#) |  [Download](#) |  [Create a Map](#)

Not all rows may be displayed below.
Click Back to Search to select other geographies or industry codes using the search options on the left.

 [View Geography Notes](#) |  [View Table Notes](#)

The table contains a total of 3,342,969 data rows.

The data in this file come from separate 2007 Economic Census Industry Series, Geographic Area Series, and Summary Series data files, as well as data files from the 2007 Economic Census of Island Areas and the 2007 Nonemployer Statistics. These files are released on a flow basis from March 2009 through mid-2011. The national data are subject to change; they will be replaced when updated data are added from the Geographic Area Series and Summary Series in 2010 and 2011. The first 4 data fields are for establishments of firms with payroll (employers), and the last 2 data fields are for establishments of firms with no paid employees (nonemployers). For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#) [pdf].

Geographic area name	2007 NAICS code	Meaning of 2007 NAICS code	Meaning of Type of operation or tax status code	Year	Number of employer establishments	Employer value of sales, shipments, receipts, revenue, or business done (\$1,000)	Annual payroll (\$1,000)	Number of paid employees for pay period including March 12	Number of nonemployer establishments	Nonemployer value of sales, shipments, receipts, revenue, or business done (\$1,000)
Benton County, Washington	45112	Hobby, toy, and game stores	Total	2007	8	13,982	1,901	120	12	708
Chelan County, Washington	45112	Hobby, toy, and game stores	Total	2007	3	D	D	b	7	134
Clark County, Washington	45112	Hobby, toy, and game stores	Total	2007	13	12,748	2,150	123	30	2,122
King County, Washington	45112	Hobby, toy, and game stores	Total	2007	97	101,380	13,636	922	97	7,994
Yakima County, Washington	45112	Hobby, toy, and game stores	Total	2007	1	1,000	1,000	1	1	1

Economic Census Table Modified

2007 Economic Census EC0700A1

	A	B	C	D	E	F	G	H	I	J
1	2007 ECONOMIC CENSUS: EC0700A1				Sorted in descending order					
2	2007 NAICS Code 45112: Hobby, toy, and game stores									
3	County	EMPLOYER DATA				NONEMPLOYER DATA		TOTAL		
4		Number of establishments	Value of sales, shipments, receipts, revenue, or business done (\$1,000)	Annual Payroll (\$1,000)	Number of paid employees for pay period including March 12	Number of establishments	Value of sales, shipments, receipts, revenue, or business done (\$1,000)	Number of establishments	Value of sales, shipments, receipts, revenue, or business done (\$1,000)	Average sales, shipments, receipts, revenue, or business done per establishment (\$1,000)
5	King	97	\$101,380	\$13,636	922	97	\$7,994	194	\$109,374	\$564
6	Pierce	31	\$48,547	\$6,485	489	29	\$1,370	60	\$49,917	\$832
7	Snohomish	32	\$42,967	\$5,557	398	47	\$4,140	79	\$47,107	\$596
8	Spokane	22	\$23,258	\$2,460	224	31	\$2,177	53	\$25,435	\$480
9	Thurston	9	\$14,666	\$1,674	140	12	\$1,006	21	\$15,672	\$746
10	Clark	13	\$12,748	\$2,150	123	30	\$2,122	43	\$14,870	\$346
11	Benton	8	\$13,982	\$1,901	120	12	\$708	20	\$14,690	\$735
12	Yakima	10	\$14,080	\$1,999	117	11	\$181	21	\$14,261	\$679
13	Kitsap	12	\$13,139	\$1,638	130	13	\$1,023	25	\$14,162	\$566
14	Whatcom	13	\$9,656	\$1,481	137	12	\$980	25	\$10,636	\$425

Table was downloaded, sorted, and formulas applied - - green columns are calculated.

Economic Census Table: Sales Range by ZIP Code

Economic Census EC0744Z9

EC0744Z9

Retail Trade: ZIP Code Series Number of Establishments by Sales Size Range by ZIP Code for the Pacific States: 2007
2007 Economic Census

Table View

Actions:  [Modify Table](#) |  [Bookmark](#) |  [Print](#) |  [Download](#) |  [Create a Map](#)

 [View Geography Notes](#) |  [View Table Notes](#)

Not all rows may be displayed below.
Click Back to Search to select other geographies or industry codes using the search options on the left.

The table contains a total of 695,648 data rows.

Includes only establishments of firms with payroll. Data based on the 2007 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#) [pdf].

Geographic area name	2007 North American Industry Classification System (NAICS)	Meaning of 2007 North American Industry Classification System (NAICS)	Meaning of Sls/rcpts/rev size of estabs operated entire year code	Year	Number of establishments
ZIP 98004 (Bellevue, WA)	45112	Hobby, toy, and game stores	All establishments	2007	8
ZIP 98004 (Bellevue, WA)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2007	8
ZIP 98004 (Bellevue, WA)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue less than \$100,000	2007	1
ZIP 98004 (Bellevue, WA)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of \$100,000 to \$249,999	2007	1
ZIP 98004 (Bellevue, WA)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of \$250,000 to \$499,999	2007	1
ZIP 98004 (Bellevue, WA)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of \$1,000,000 or more	2007	5

County Business Patterns Table

County Business Patterns CB1000A1

CB1000A1

2010 County Business Patterns: Geography Area Series: County Business Patterns
2010 Business Patterns

Table View

BACK TO ADVANCED SEARCH

Actions: Modify Table | Bookmark | Print | Download | Create a Map

Not all rows may be displayed below.
Click Back to Search to select other geographies or industry codes using the search options on the left.

View Geography Notes | View Table Notes

The table contains a total of 3,228,452 data rows.

Release Date: 6/26/12 | Status: Complete

NOTE: Data based on the 2010 County Business Patterns. CBP html tables and download files can be found at the [County Business Patterns Website](#).

For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#).

Data in this table represent those available when this report was created; data may not be available for all NAICS industries or geographies. Excludes most government employees, railroad employees, and self-employed persons.

Geographic area name	2007 NAICS code	Meaning of 2007 NAICS code	Year	Number of establishments	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)
Benton County, Washington	45112	Hobby, toy, and game stores	2010	7	c	S	1,815
Chelan County, Washington	45112	Hobby, toy, and game stores	2010	2	b	D	D
Clallam County, Washington	45112	Hobby, toy, and game stores	2010	1	a	D	D
Clark County, Washington	45112	Hobby, toy, and game stores	2010	10	140	405	1,819
Cowlitz County, Washington	45112	Hobby, toy, and game stores	2010	4	a	D	D
Douglas County, Washington	45112	Hobby, toy, and game stores	2010	1	a	D	D
Franklin County, Washington	45112	Hobby, toy, and game stores	2010	1	a	D	D

a
0 to 19 employees

County Business Patterns Table Modified

County Business Patterns CB1000A1

	A	B	C	D	E	F	G	H	I
1	2010 COUNTY BUSINESS PATTERNS: CB1000A1					Sorted in descending order			
2	NAICS Code 45112: Hobby, toy, and game stores								
3	County	Number of Establishments	Paid Employees for Pay Period including March 12, 2010	First Quarter Payroll (\$1,000)	Annual Payroll (\$1,000)	Employees per Establishment	Annual Payroll per Employee	2010 Census Population	2010 Population per Establishment
4	King	92	865	\$4,030	\$16,820	9	\$19,445	1,931,249	20,992
5	Pierce	32	404	\$1,396	\$5,881	13	\$14,557	795,225	24,851
6	Snohomish	30	358	\$1,204	\$5,335	12	\$14,902	713,335	23,778
7	Spokane	26	191	\$676	\$3,168	7	\$16,586	471,221	18,124
8	Thurston	8	130	\$411	\$1,851	16	\$14,238	252,264	31,533
9	Clark ★	10	140	\$405	\$1,819	14	\$12,993	425,363	★ 42,536
10	Whatcom	13	108	\$296	\$1,322	8	\$12,241	201,140	15,472
11	Kitsap	11	98	\$306	\$1,316	9	\$13,429	251,133	22,830

Table was downloaded, sorted, and formulas applied - - green columns are calculated.

Why might Clark County not be the best location for a toy store?

Hint?

Oregon has no
state sales tax

Sales tax in
Vancouver WA (Clark County)
is 8.4 percent

Business Analysis

=

DATA

+

JUDGMENT

(We supply the data!)

Summary

Data for Your Business Plan

- Overview of local industry in 2010
 - Where are your competitors?
 - Number of competing establishments
 - What are their costs?
 - Number of employees
 - Annual payroll
 - What were their sales?
 - Revenue (2007)
- Decisions based on data analysis
 - Location of your business
 - What products are to be sold
 - Hiring staff

Summary

Data for Your Marketing Plan

- Market segmentation
 - Who are your customers . . . end-users?
 - What groups of consumers will buy from you?
 - Where do they live?
- Decisions based on data analysis
 - How will you advertise to your customers?
 - What is your competitive edge?

Accessing the Data: American FactFinder

Census Homepage: census.gov

The screenshot shows the U.S. Census Bureau homepage. At the top, the navigation bar includes links for "U.S. Department of Commerce", "Blogs", "Index A-Z", "Glossary", and "FAQs". Below this is a search bar and a main menu with categories: "Topics" (Population, Economy), "Geography" (Maps, Data, Resources), "Library" (Infographics, Publications), "Data" (Tools, Developers), "About the Bureau" (Research, Surveys), and "Newsroom" (News, Events, Blogs). The "Data" category is highlighted with a red box, and its dropdown menu is open, showing links to "Data Tools and Apps", "Developers", "Mobile Apps", "Product Catalog", "Related Sites", "Software", "Training & Workshops", and "Visualizations". The "Data Tools and Apps" link is also highlighted with a red box. On the left, the "American FactFinder" link is highlighted with a red box. Below the main menu, there are several featured sections: "Data Tools and Apps" with a description and a list of tools; "Statistics on the Go" with a description of the Census App; "World Population" with a digital display showing 7,156,472,938; a "Select a state to begin" map; and "Census Bureau Economic Indicators" with a table of recent reports.

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs

Search

United States Census Bureau

Topics
Population, Economy

Geography
Maps, Data, Resources

Library
Infographics, Publications

Data
Tools, Developers

About the Bureau
Research, Surveys

Newsroom
News, Events, Blogs

Data Tools and Apps

Find information using interactive applications to get statistics from multiple surveys.

American FactFinder

Census Explorer

Easy Stats

Interactive Population Map

My Congressional District

Population Clock

Quick Facts

Statistics on the Go

Census App, dwellr, for on-the-go demographic, socio-economic and for thousands of places across the

1 2 3 4 5 6 7

World Population

7,156,472,938

Mar 30, 2014 22:59 UTC (+7) [Learn More >>](#)

Select a state to begin

Census Bureau Economic Indicators

Advance Report Durable Goods	\$229.4 B	↑
March 2014 Report	New Orders	2.2%
Released 8:30 AM EDT, 3/26/14		
New Residential Sales	440,000	↓
March 2014 Report	Single-family houses	-3.3%
Released 10:00 AM EDT, 3/25/14		
Quarterly Profits - Retailers	\$26.1 B	↑

[View All](#)

* change not statistically significant
° significance not reported / applicable

Guided Search

American FactFinder (AFF)

The screenshot shows the American FactFinder website. At the top left is the 'United States Census Bureau' logo. To its right is the 'AMERICAN FactFinder' logo with a magnifying glass icon. In the top right corner are links for 'Feedback', 'FAQs', 'Glossary', and 'Help'. Below the logo is a navigation bar with tabs: 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH', and 'DOWNLOAD OPTIONS'. The 'GUIDED SEARCH' tab is highlighted. To the right of the navigation bar are language options: 'English' and 'Español'. A yellow banner below the navigation bar contains the text: 'Good News! We've released the new American FactFinder. If you're having any issues viewing the new site, [click here](#) for more information.' On the left side of the main content area, there are three sections: 'Community Facts' with a description and a search input field, 'Guided Search', and 'Advanced Search'. A red arrow points from a red-bordered box containing the text 'Guided Search tab' to the 'GUIDED SEARCH' tab in the navigation bar. On the right side of the main content area is a large image of a smiling young woman in a classroom. At the bottom left, there is a paragraph about the data sources. At the bottom right, there is a 'News and Notes' section with a date and a link to a demographic profile for Guam.

United States Census Bureau

AMERICAN FactFinder

Feedback FAQs Glossary Help

MAIN COMMUNITY FACTS GUIDED SEARCH ADVANCED SEARCH DOWNLOAD OPTIONS

English Español

Good News! We've released the new American FactFinder. If you're having any issues viewing the new site, [click here](#) for more information.

Community Facts

Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code:

e.g., Atlanta, GA GO

Guided Search

Advanced Search

Guided Search tab

American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys. For more information see [Using FactFinder](#) and [What We Provide](#).

News and Notes

GET EMAIL UPDATES

Jan 29, 2013

The Demographic Profile for Guam is available...

Recommended for Novice Data Users

AFF Guided Search

U.S. Department of Commerce
United States[™]
Census[™]
Bureau

AMERICAN
FactFinder

MAIN COMMUNITY FACTS **GUIDED SEARCH** ADVANCED SEARCH DOWNLOAD OPTIONS

Guided Search - Step-by-step access to Census Information

1 Start 2 Topics 3 Geographies 4 Race/Ethnic Groups 5 Search Results 6 Table Viewer

Choose from one of the following and click **Next**.

- ☒ I'm looking for information about **people**.
(age, sex, income, poverty, education, ...)
- ☐ I'm looking for information about **housing**.
(housing units, household type, value of home, ...)
- ☐ I'm looking for information about **businesses or industries**.
(annual payroll, sales and receipts, number of employees, ...)
- ☐ I'm looking for information from a specific **dataset**.
(2006-2010 American Community Survey 5-Year Estimates, 2007 Economic Census, 2010 Census Summary)
- ☐ I want to search for a **table number** or a **table title**.
(P1, EC0700A1, b04*, Social Characteristics, ...)

Note that the guided search searches for tables using a subset of search methods and most requested geographies. For more search options and to select from all available geographies, use the [Advanced Search](#).

PREVIOUS **NEXT** CANCEL

User answers prompts, then clicks “Next” or a numbered arrow to proceed -- arrows 1 through 4 may be selected in any order

factfinder2.census.gov

AFF Advanced Search

The screenshot shows the American FactFinder website interface. At the top, the United States Census Bureau logo is on the left, and the American FactFinder logo is in the center. A navigation bar below the logo contains tabs: MAIN, COMMUNITY FACTS, GUIDED SEARCH, ADVANCED SEARCH, and DOWNLOAD OPTIONS. The ADVANCED SEARCH tab is highlighted with a red box, and a red arrow points to it from the text 'Advanced Search tab' in a red-bordered box. To the right of the navigation bar are links for Feedback, FAQs, Glossary, and Help, and language options for English and Español. A yellow banner below the navigation bar contains a message about the new American FactFinder site. The main content area on the left lists 'Community Facts', 'Guided Search', 'Advanced Search', and 'Download'. The right side of the page features a large image of a smiling young woman and a 'News and Notes' section with a date of Jan 29, 2013, and a link to 'The Demographic Profile for Guam is available...'. A 'GET EMAIL UPDATES' button is also present.

United States Census Bureau

AMERICAN FactFinder

Feedback FAQs Glossary Help

MAIN COMMUNITY FACTS GUIDED SEARCH **ADVANCED SEARCH** DOWNLOAD OPTIONS

English Español

Good News! We've released the new American FactFinder. If you're having any issues viewing the new site, [click here](#) for more information.

▼ **Community Facts**
Find popular facts (population, income, etc.) and frequently requested data about your community.
Enter a state, county, city, town, or zip code:

▶ **Guided Search**

▶ **Advanced Search**

▶ **Download**

Advanced Search tab

American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys. For more information see [Using FactFinder](#) and [What We Provide](#).

News and Notes

GET EMAIL UPDATES

Jan 29, 2013
The Demographic Profile for Guam is available...

AFF Advanced Search

The screenshot shows the American FactFinder Advanced Search page. A red box highlights the 'ADVANCED SEARCH' tab in the top navigation bar. Another red box highlights the 'Your Selections' box on the left, which currently shows 'Your Selections' is empty. A third red box highlights the 'Search using the options below:' section on the left, which includes filters for Topics, Geographies, Race and Ethnic Groups, Industry Codes, and EEO Occupation Codes. A red arrow points from the 'Topics' filter to the 'topic or table name' input field in the search form. The search form also includes a 'state, county or place (optional)' field, a 'GO' button, and radio buttons for 'topics', 'race/ancestry', 'industries', and 'occupations'. Below the search form, there are instructions for selecting search terms and geographies, and a list of search results.

U.S. Department of Commerce
United States™
Census
Bureau

AMERICAN
FactFinder

Feedback FAQs Glossary Help

MAIN COMMUNITY FACTS GUIDED SEARCH **ADVANCED SEARCH** DOWNLOAD OPTIONS

Search - Use the options on the left (topics, geographies, ...) to narrow your search results

Your Selections
'Your Selections' is empty

Search using the options below:

- Topics**
(age, income, year, dataset, ...)
- Geographies**
(states, counties, places, ...)
- Race and Ethnic Groups**
(race, ancestry, tribe)
- Industry Codes**
(NAICS industry, ...)
- EEO Occupation Codes**
(executives, analysts, ...)

1 Enter search terms and an optional geography and click GO

topic or table name state, county or place (optional) GO ?

☒ topics ☐ race/ancestry ☐ industries ☐ occupations

-- or --

Select from **Topics, Race and Ethnic Groups, Industry Codes, EEO Occupation Codes.**

- these are added to 'Your Selections'
- the Search Results are updated

2 Next, select **Geographies** (states, counties, cities, towns, etc.)

- these are added to 'Your Selections'
- the Search Results are updated

3 Select one or more Search Results and click **View**

Filter bars facilitate searches. Object is to select filters, such as Topics, to refine search. All filters will appear in the Your Selections box to be applied to the final table selection.

Topics Filter Bar

Your Selections
'Your Selections' is empty

To search for tables and other files in American FactFinder:

1 Enter search terms and an optional geography and click GO

Select Topics [CLOSE X]

Select Topics to add to 'Your Selections' ?

- + People ←
- + Housing
- + Business and Industry
- + Governments
- + Year
- + Product Type ←
- + Program ←
- + Dataset ←

Note: The Race & Ethnicity topic is available under the Race and Ethnic Groups button on the left.

☐ Include archived products in your search ?

2

Search using the options below:

Topics
(age, income, year, dataset, ...)

Geographies
(states, counties, places, ...)

Race and Ethnic Groups
(race, ancestry, tribe)

Industry Codes
(NAICS industry, ...)

EEO Occupation Codes
(executives, analysts, ...)

3 Select one or more Search Results and click View

“People” Menu Expanded

Select Topics Enter search terms and an optional geography and date range

Select Topics to add to 'Your Selections' ?

- ☒ People
 - ☒ Basic Count/Estimate
 - ☒ Age & Sex
 - ☒ Age Group
 - ☒ Disability
 - ☒ Education
 - ☒ Employment
 - ☒ Income & Earnings
 - ☒ Insurance Coverage
 - ☒ Language
 - ☒ Marital & Fertility Status
 - ☒ Origins
 - ☒ Population Change
 - ☒ Poverty
 - ☒ Relationship
 - ☒ Veterans
- ☒ Housing
- ☒ Business and Industry
- ☒ Governments

Note: The Race & Ethnicity topic is available under the Race and Ethnic Groups button on the left.

☐ Include archived products in your search ?

Select Topics Enter search terms and an optional geography and date range

Select Topics to add to 'Your Selections' ?

- ☒ People
 - ☒ Basic Count/Estimate
 - ☒ Age & Sex
 - ☒ Age Group
 - ☒ Disability
 - ☒ Education
 - ☒ Employment
 - Benefits (32)
 - Class of Worker (931)
 - Commuting (Journey to Work) (3,902)
 - Employment (Labor Force) Status (4,777)
 - Industry (1,332)
 - Occupation (1,968)
 - Part/Full-Time Work Status (772)
 - Place of Work (1,347)
 - Subsistence Activity (15)
 - Work Disability Status (161)
 - ☒ Income & Earnings
 - ☒ Insurance Coverage

Note: The Race & Ethnicity topic is available under the Race and Ethnic Groups button on the left.

☐ Include archived products in your search ?

Product Type = Table Format

Product Type

[Comparison Profile \(34\)](#)

[Data Profile \(144\)](#)

[Detailed Table \(33,249\)](#)

[Geography Comparison Table \(23,289\)](#)

[Geography Header \(100\)](#)

[Narrative Profile \(8\)](#)

[Public Use Microdata Sample \(38\)](#)

[Quick Table \(428\)](#)

[Ranking Table \(739\)](#)

[Selected Population Profile \(28\)](#)

[Subject Table \(1,355\)](#)

Program

See page 8 of the Quick Reference Guide for full descriptions of product types

R0501 | PERCENT OF PEOPLE WHO ARE FOREIGN BORN - United States --
Universe: Total population ⓘ
2012 American Community Survey 1-Year Estimates

Table View

Actions: [Modify Table](#) | [Bookmark](#) | [Print](#) | [Download](#) | [Create](#)

This table is displayed with default geographies. ⓘ
Click [Back to Search](#) to select other geographies using the search options on the left.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates of the population for the nation, states, counties, cities and towns and estimates of housing units

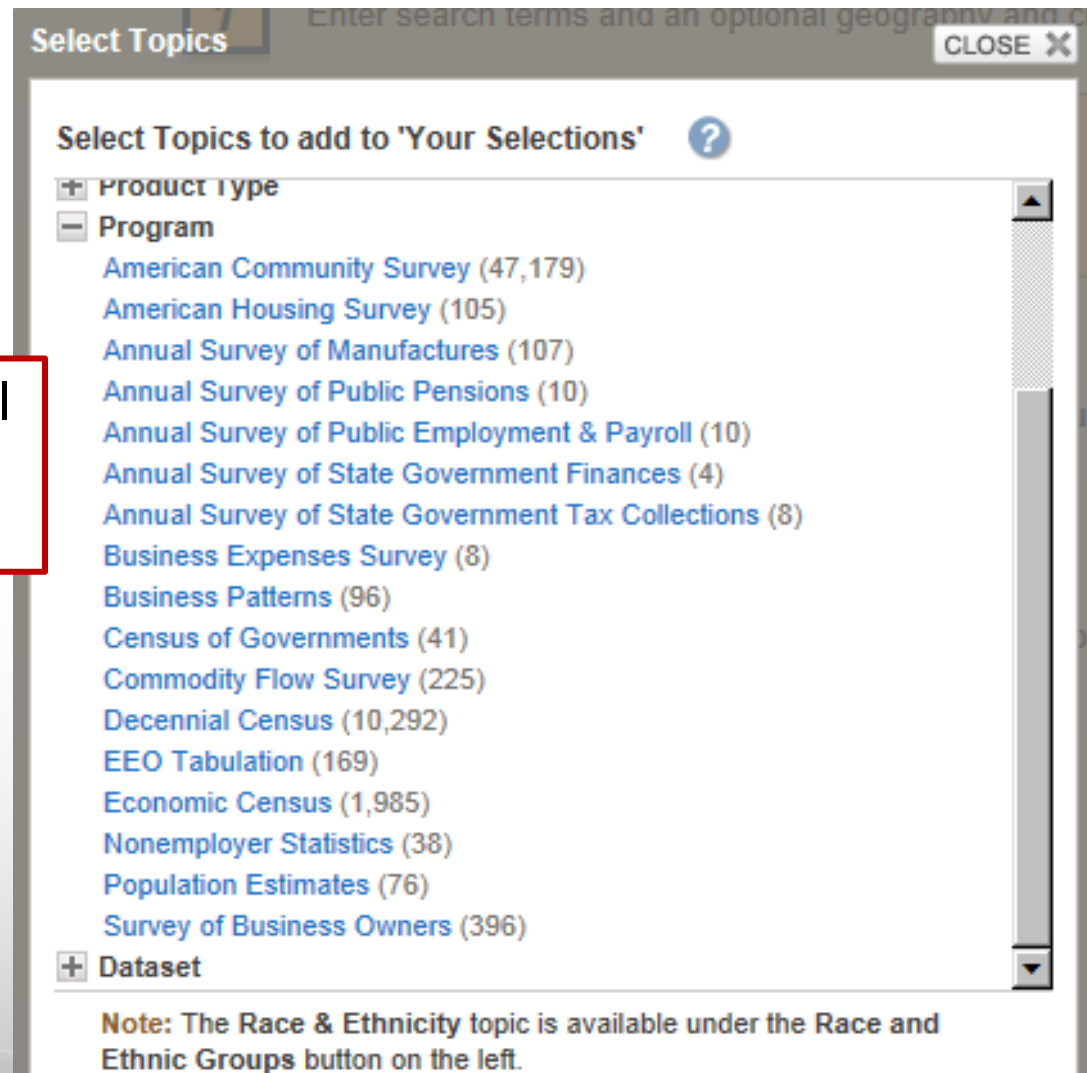
To view this table with statistical significance, select With Statistical Significance in the Action menu.
An # next to a geography indicates when an estimate is not statistically significant from the estimate for the The ## indicates the selected geography.

Geography:

	Rank	Geographical Area	Percent	Margin of Error
1		United States	13.0	+/-0.1
1		California	27.1	+/-0.1
2		New York	22.6	+/-0.1
3		New Jersey	21.2	+/-0.3
4		Florida	19.4	+/-0.2
5		Nevada	19.2	+/-0.4
6		Hawaii	18.1	+/-0.7
7		Texas	16.4	+/-0.2
8		Massachusetts	15.0	+/-0.2
9		District of Columbia	14.3	+/-0.8

Census Programs on AFF

Alphabetical listing of all programs loaded on American FactFinder



Datasets on AFF

Latest release is at the top of the list

Select Topics

Enter search terms and an optional geography and

CLOSE X

Select Topics to add to 'Your Selections' ?

Program

Dataset

- 2013 Population Estimates (26)
- 2013 Annual Survey of State Government Tax Collections (2)
- 2012 ACS 5-year estimates (2,269)
- 2012 ACS 3-year estimates (2,753)
- 2012 ACS 1-year estimates (2,840)
- 2012 Commodity Flow Survey (12)
- 2012 Economic Census (6)
- 2012 Economic Census of Island Areas (22)
- 2012 Population Estimates (31)
- 2012 Annual Survey of Public Pensions (7)
- 2012 Annual Survey of State Government Tax Collections (2)
- 2012 Census of Governments (32)
- 2012 Annual Survey of State Government Finances (2)
- 2012 Annual Survey of Public Employment & Payroll (6)
- 2011 ACS 5-year estimates (2,130)
- 2011 ACS 3-year estimates (2,733)
- 2011 ACS 1-year estimates (2,825)
- 2011 American Housing Survey (105)

Key Word Search

U.S. Department of Commerce
United States[™] Census[™]
Bureau

AMERICAN
FactFinder

MAIN | COMMUNITY FACTS | GUIDED SEARCH | **ADVANCED SEARCH** | DOWNLOAD CENTER

Search - Use the options on the left (topics, geographies, ...) to narrow your search results

Your Selections
'Your Selections' is empty

To search for tables and other files in American FactFinder:

1 Enter search terms and an optional geography and click GO

Search using the options below:

- Topics (age, income, year, dataset, ...)
- Geographies (states, counties, places, ...)
- Race and Ethnic Groups (race, ancestry, tribe)
- Industry Codes (NAICS industry, ...)
- EEO Occupation Codes (executives, analysts, ...)

topic or table name state, county or place (optional) **GO** ?

☒ topics ☐ race/ancestry ☐ industries ☐ occupations

-- or --

Select from **Topics**, **Race and Ethnic Groups**, **Industry Codes**, **EEO Occupation Codes**.

- these are added to 'Your Selections'
- the Search Results are updated

2 Next, select **Geographies** (states, counties, cities, towns, etc.)

- these are added to 'Your Selections'
- the Search Results are updated

Data Dissemination Services

Free Data Training



Census Data Workshop Information

Content can vary according to the needs and data experience of the participants, but the session can include one or more of the following:

- A Tour of the Census Bureau Home Page
- Demographic Data from the 2010 Census and American Community Survey
- Data on a Deadline (for media outlets)
- Data for Grant Writing
- Small Business Data
- Economic Census and Economic Surveys
- Accessing data online with the new American FactFinder (AFF2)
 - Decennial Census,
 - Annual Population Estimates,
 - American Community Survey, and
 - Economic Census and Surveys
- U.S. Census History and the Zeitgeist (no data)
- The History of Race and Ethnicity on the Census (no data)

The format of the workshop can be a:

- "Hands-on" session" in a computer lab (the ideal situation, if a lab is available), or participants can bring their own laptops in a room equipped with Wi-Fi, or a
- PowerPoint combined with a demonstration on the Internet in a regular classroom setting, or a
- PowerPoint presentation alone, or a
- Webinar

⇒ Workshops can last from 45 minutes to 6 hours, but a 3-hour session is optimum

⇒ Generally, we need a group of 12 in order to make a commitment

⇒ Evenings or weekends are possibilities

⇒ **There is no charge for data workshops**

⇒ Census presenter supplies:

- Packet of materials for each workshop participant
- Laptop with Internet connection (aircard with cellular connection)
- In-Focus projector, if necessary
- Sign-in / evaluation sheets for the attendees (a requirement from Census Bureau HQ)

⇒ Host supplies:

- At least 12 participants
- (A week ahead of time) – an estimated count of the number of attendees
- A training room with a screen or blank wall
- Classroom type seating, if possible
- Direct Internet or wireless connectivity (for hands-on sessions only)

Why Census Data Are Powerful

- The “gold standard”
 - Leading source of data
 - Reliable, consistent methodology
- Comparable nationwide
- Detailed and flexible
- Used widely by organizations of all kinds
- **Free!**

Census Open For Business Tool ^{Beta}

Helping entrepreneurs find their place in the world

<http://wdccivweb.esri.com/open-for-business/>

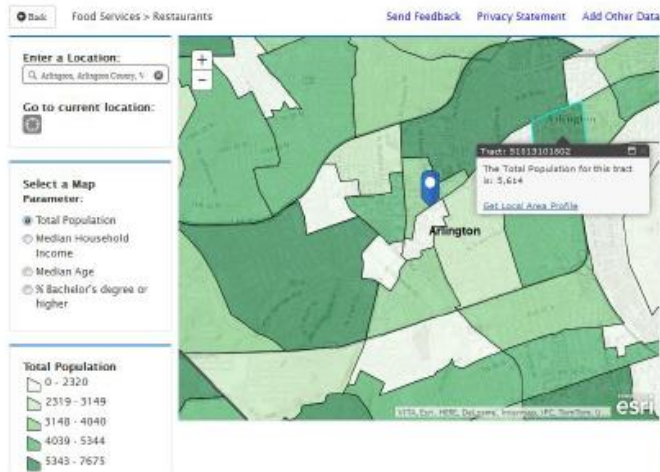
(For best results, use Firefox or Chrome)

3 Easy Steps

1. Choose the type of business you are interested in opening.



2. Select an initial location to start your search, and identify your customer base on the map using our demographic data.



3. View an Economic Profile report to see data on customers, competitors, and suppliers for your industry.

Example of report on back



Census Open For Business Tool ^{Beta}

The Census Open for Business Tool offers entrepreneurs official Census Bureau statistics to guide their research for opening a new business. This tool was created in conjunction with ESRI. The application is currently in beta phase, and we welcome you to test the tool and offer feedback to help us make this a better product for our users.

Census Open for Business Tool ^{Beta} features:

- Easy to use, customer-focused, Census data and more, available for free to the public
- Seventeen industries to choose for your type of business
- Four demographic variables to identify your customer base at the tract level
- Dynamic data using the Census Bureau API to generate printable business reports with county-level data

Future enhancements to the tool may include more industries to choose from, additional demographic data to identify your customer base, additional data sets to enhance reports, and city-level economic data. Increased functionality could allow users to search by multiple variables at once to narrow down their customer base. We are also exploring the option to merge in 3rd party data sets to the maps to make the search more customizable.

**Beta site available
only until
October 31**

**We want your
feedback!**

Workshop Information and Data Questions

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Los Angeles Regional Office

818-267-1725 or

888-806-6389 (toll-free)

Questions?



Thank you!